Orders

Order / Rev:

Alt Order #:

06829900

Product Desc:

HELLER FOR SENATE

Estimate:

Flight Dates:

08/29/12 - 09/04/12

Original Date / Rev:

Order Type:

06/26/12 / 08/28/12 **GENERAL**

Primary AE:

Sales Office:

Sales Region:

BLPHI

Amy McCreary

National

Agency

Name:

Strategic Media Services, Inc.

Buying Contact:

Billing Contact:

3299 K St. NW

Washington, DC 20007

Billing Calendar:

Billing Cycle:

Billing Type:

Agency Commission:

EOM/EOC

Broadcast

15%

Cash

Advertiser

Name:

Priority:

Héllér Dean for U.S. Sénate: Le VISE

Demographic: Product Codes: A35+

PLC01

SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PCAN, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date End Date # Spots Gross Amount Net Amount 08/27/12 09/04/12 50 \$37,100.00 \$31,535.00 Totals

Month # Spots Gross Amount Net Amount Rating September 2012 50 \$37,100.00 \$31,535.00 0.00 50 Totals \$37,100.00 \$31,535.00 0.00

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	23%	\$37,100.00
Market	100%	\$161,304.35

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KLAS	36%	\$58,069.57		
KLVX	0%	\$0.00		
KSNV-	0%	\$0.00		
KTNV	· 18%	\$29,034.78		
KTUD	1%	\$1,613.04		
KVVU	15%	\$24,195.65		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	7%	\$11,291.30		

	Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ots	Rate Pri	Rtg Type S	Spots	Amount
•	E 1	KSNV	08/29/12	08/31/12	M-F 5-6a WakeUp w/	WagM	5-6a	WTF	:30	3	\$400.001	0.00 NM	3	\$1,200,00
					M-F 5-6a WakeUp w	Wagners								, .,
		NEWS				· ·								
		<u>Star</u>	t Date I	End Date	Weekdays Sp	ots/Week	Rate	Rating						
	W	'eek: 08/2	27/12 (09/02/12	WTF	3	\$400.00	0.00						

Print Date: 08/29/12 07:49:45

KSNV

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Order / Rev: Alt Order #:

Flight Dates:

103575

06829900

08/29/12 - 09/04/12

Advertiser: Product Desc: Heller, Dean for U.S. Senate

Estimate:

HELLER FOR SENATE

Ch Break Start/End Time L.n Start End Inventory Code Days Len Spots Rate Pri Rtg Type Spots Amount 08/29/12 08/31/12 M-F 5-6a WakeUp w/WagM KSNV 5-6a --WTE-:30 \$400.001 0.00 NM \$1,200.00 M-F 5-6a WakeUp w/Wagners **NEWS** Start Date End Date Weekdays Spots/Week Rating <u>Rate</u> 09/02/12 --WTE--Week: 08/27/12 \$400.00 0.00 KSNV 09/03/12 09/04/12 M-F 5-6a WakeUp w/WaQM 5-6a MT~---:30 \$400,001 2 0.00 NM 2 \$800.00 M-F 5-6a WakeUp w/Wagners **NEWS** Start Date End Date Weekdays Spots/Week Rating Rate Week: 09/03/12 09/09/12 \$400.00 0.00 KSNV 08/29/12 08/29/12 M-F 6-7a WakeUp w/WaQM 6-7a :30 --W---1 \$700.001 0.00 NM \$700.00 1 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/27/12 09/02/12 --W----\$700.00 0.00 KSNV 09/03/12 09/03/12 M-F 6-7a WakeUp w/WaQM 6-7a M-----:30 \$700.001 0.00 NM 1 \$700.00 M-F 6-7a WakeUp w/Wagners **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 M----\$700.00 0.00 KSNV 09/04/12 09/04/12 Today Show CM 658a-9am -T----:30 1 \$1,400.001 0.00 NM \$1,400.00 **Today Show TODAY SHOW** Start Date **End Date** Spots/Week Rating Weekdays Rate Week: 09/03/12 09/09/12 1 \$1,400.00 0,00 KSNV 08/30/12 08/30/12 E 6 **Today Show** CM 658a-9am :30 1 \$1,400.001 0.00 NM \$1,400.00 **Today Show TODAY SHOW** Start Date End Date Spots/Week Weekdays Rate Rating Week: 08/27/12 09/02/12 ---T---\$1,400.00 0.00 KSNV 08/29/12 08/31/12 M-F Today Show II 3rd H&M 9-10a :30 --W-F--\$500,001 0.00 NM 2 \$1,000.00 M-F Today Show II TODAY SHOW II Start Date End Date Weekdays Spots/Week Rate Rating 09/02/12 --W-F--Week: 08/27/12 \$500.00 0.00 M-F Today Show II 3rd HCM KSNV 09/04/12 09/04/12 9-10a :30 -T----\$500.001 0.00 NM 1 \$500.00 M-F Today Show II TODAY SHOW II Start Date End Date Weekdays Rating Spots/Week Rate 09/09/12 Week: 09/03/12 \$500.00 0,00 KSNV 09/03/12 09/04/12 M-F Today Show III 4th IBM 10am-11am :30 \$325.001 2 0.00 NM 2 \$650.00 Today 4th Hour TODAY SHOW III Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 \$325.00 0.00 E10 KSNV 08/29/12 08/31/12 M-F Today Show III 4th RM 10am-11am --WTF--:30 3 \$325.001 0.00 NM 3 \$975.00 Today 4th Hour TODAY SHOW III Start Date **End Date** Weekdays Spots/Week Rating <u>Rate</u> Week: 08/27/12 09/02/12 -WTF--\$325.00 0.00 E 11 KSNV 08/30/12 08/31/12 Noon News CM 12-1230pm ---TF--:30 2 \$425.001 0.00 NM 2 \$850.00 Noon News **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/27/12 09/02/12 ---TF--\$425.00 0.00 E12 KSNV 09/03/12 09/04/12 Noon News 12-1230pm -T----CM :30 \$425.001 0.00 NM \$425.00 Noon News **NEWS** Spots/Week Start Date End Date <u>Weekdays</u> Rate Rating -T----Week: 09/03/12 09/09/12 \$425.00 0.00 E13 KSNV 09/03/12 09/04/12 CM 5-630p :30 4 \$1,000.001 0.00 NM MT----\$4,000.00

Print Date: 08/29/12 07:49:45

KSNV

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Order / Rev:

103575

Advertiser:

Heller, Dean for U.S. Senate

Alt Order#: Flight Dates: 06829900

08/29/12 - 09/04/12

Product Desc:

uct Desc: HELLER FOR SENATE

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spots	Rate Pri	Rtg Type S	pots	Amount
			M-F Early News M-F Early News								
NEWS			,						_		
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 09/ E 14 KSNV		09/09/12	MT M-F Early News	CM ⁴	\$1,000.00 5-630p	0.00 WTF	.20 (* #4 000 004	0.00 NIM	_	#0.000.00
L 14 KONV	0012311	2 00/31/12	M-F Early News	CIVI	5-630b	W11	:30 6	\$ \$1,000.001	0.00 NM	6	\$6,000.00
NEWS			•								
	ı <u>rt Date</u>	End Date	<u>Weekdays</u>	Spots/Week		Rating					
Week: 08/ E 15 KSNV		09/02/12	M E Wheel	CM	\$1,000.00 7-730pm	0.00	:30	L #4.000.004	0.00.104	4	# 4 000 00
L 15 KSIV	00/23/1	2 00/31/12	M-F Wheel of Fo		7-7 30pm		.30	\$1,000.001	0.00 NM	1	\$1,000.00
WHEEL	-										
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 08/ E 16 KSNV		09/02/12	M E Whool	CM	\$1,000.00 7-730pm	0.00 MT	.20 (£4.000.004	0.00 NIM	0	# 0.000.00
L TO KSINV	09/03/1	2 03/04/12	M-F Wheel of Fo		7-7 30pm	MT	:30 2	\$1,000.001	0.00 NM	2	\$2,000.00
WHEEL	-										
	rt Date	End Date	Weekdays	Spots/Week		<u>Rating</u>					
Week: 09/		09/09/12	MT Face to Face w/ I		\$1,000.00 730-758pm	0.00	.20 (, #000 004	0.00.101		A
E I7 KONV	09/03/1	2 09/04/12	Face to Face w/		730-736pm	MT	:30 2	2 \$800.001	0.00 NM	2	\$1,600.00
FACE											
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 09/		09/09/12	MT	2	+000.00	0.00					
E 10 KONV	06/29/1	12 08/31/12	Face to Face w/ I		730-758pm	F	:30	l \$800.001	0.00 NM	1	\$800.00
FACE											
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 08/		09/02/12	M-F News 3 at El	1 CM	\$800.00	0.00	.00	1 01 100 001	0.00.1/11		
E 19 KONV	00/30/1	12 00/30/12	M-F News 3 at E		11pm-1135p	mT	:30	1 \$1,100.001	0.00 NM	1	\$1,100.00
NEWS											
•	nt Date	End Date	<u>Weekdays</u>	Spots/Week		Rating					
Week: 08/		09/02/12	M-F News 3 at El	1 CM	\$1,100.00	0.00	.00		0.00 111		
E 20 KSINV	09/03/1	12 08/03/12	M-F News 3 at E		11 pm-1135p	m M	:30	1 \$1,100.001	0.00 NM	1	\$1,100.00
NEWS				101011							
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating					
Week: 09/		09/09/12	Sa-Su News 3 at		\$1,100.00	0.00	.00	2 44 400 004	0.00.10.	_	*
EZIKSNV	09/01/1	12 08/02/12	Sa-Su News 3 at		11pm-1135p	omSS	:30	2 \$1,100.001	0.00 NM	2	\$2,200.00
NEWS											
	art Date	End Date	Weekdays	Spots/Week		Rating			:		
Week: 08/		09/02/12	SS		\$1,100.00	0.00					
EZZ KSINV	09/01/1	12 09/01/12	News 3 Sunrise - News 3 Sunrise -		6a-7a	S-	:30	1 \$350.001	0. 00 NM	1	\$350.00
NEWS			Trong o Sumo	0.11011011							
	art Date	End Date	Weekdays	Spots/Week		Rating					
Week: 08/		09/02/12	S-	- 014	\$350.00	0.00	.00	0 4050 004	0.00.144	_	
E 23 KONV	09/01/	12 09/02/12	Sa-Su Early New Sa-Su Early New		5pm-630pm	SS	:30	2 \$ 650. 0 01	0.00 NM	2	\$1,300.00
NEWS			24 24 24,7,7,0	-							
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating					
Week: 08/		09/02/12	SS	2		0.00					
E 24 KONV	09/02/	12 09/02/12	Sunday Today Sunday Today	CM	7a-8am	S	:30	1 \$625.001	0.00 NM	1	\$625.00
SUN TO	ODAY		- analy round								
•	art Date	End Date	Weekdays	Spots/Week		Rating					
Week: 08 E 25 KSNV		09/02/12	S	1 CM	\$625.00	0.00	130	4 6400 004	0.00.1111		A
L ZU NOINV	001021	14 90194114		CIVI	- ουπ 11 3 9 ρ -1	1200aS	:30	1 \$400.001	0.00 NM	1	\$400.00

Print Date: 08/29/12 07:49:45

KSNV

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Order / Rev: Alt Order#:

Flight Dates:

103575

08/29/12 - 09/04/12

06829900 Product Desc:

Advertiser:

Heller, Dean for U.S. Senate

Estimate:

HELLER FOR SENATE

Ln Ch Sta	irt End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
		Sports Night in Las	-								
SPORTS NIC	HT	Sports Night in La	s Vegas								
Start Dat		Weekdays	Spots/Week	Rate	Rating				l		
Week: 08/27/12	09/02/12	S	1	\$400.00	0.00				İ		
N 26 KSNV 08/2	9/12 08/29/12	Noon News	СМ	12-1230pm	W	:30	1	\$425.001	0.00 NM	1	\$425.00
		Noon News									
NEWS											
<u>Start Dat</u> Week: 08/27/12		<u>Weekdays</u> W	Spots/Week	Rate	Rating						
			in DDIRINA	\$425.00	0.00	.00		64 000 004	0.00 NIM		40.000.00
N 27 KONV 0012	9/12 08/30/12	Wheel of Fortune Wheel in Prime	IU SKIMMA	IVI-SA 6-11p	/ SUNWT	:30	2	\$1,000.001	0.00 NM	2	\$2,000.00
WHEEL		VVIIOOI III I IIIIIC									
Start Dat	e <u>End Date</u>	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 08/27/12	09/02/12	WT	2	\$1,000.00	0.00						
N 28 KSNV 08/2	9/12 08/30/12	Face to Face in Pl	RIME CM	8-11pm	WT	:30	2	\$800.001	0.00 NM	2	\$1,600.00
		Face to Face in P	RIME								
FACE											
Start Dat	<u>e End Date</u>		Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 08/27/12	09/02/12	WT	2	\$800.00	0.00						
									Totals	50	\$37,100.00